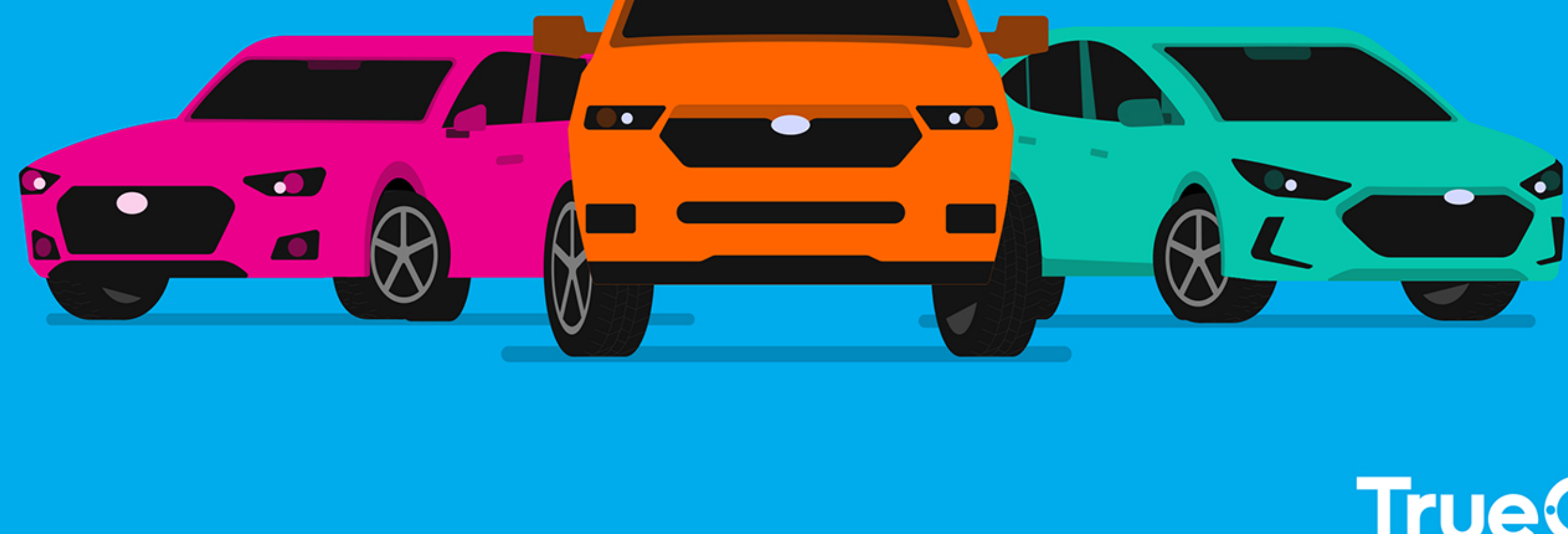


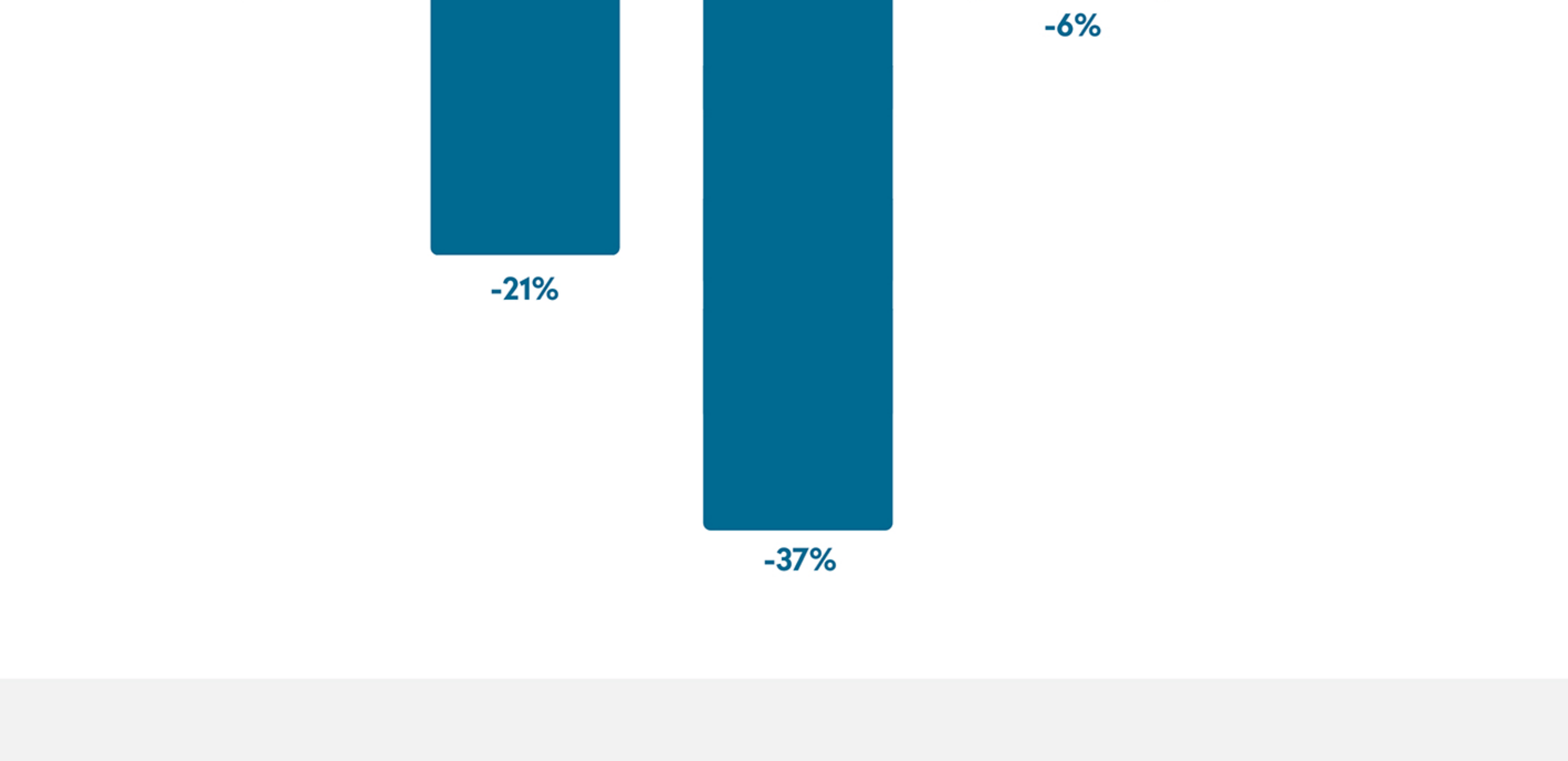
The Impact of COVID-19 on Car Shopping



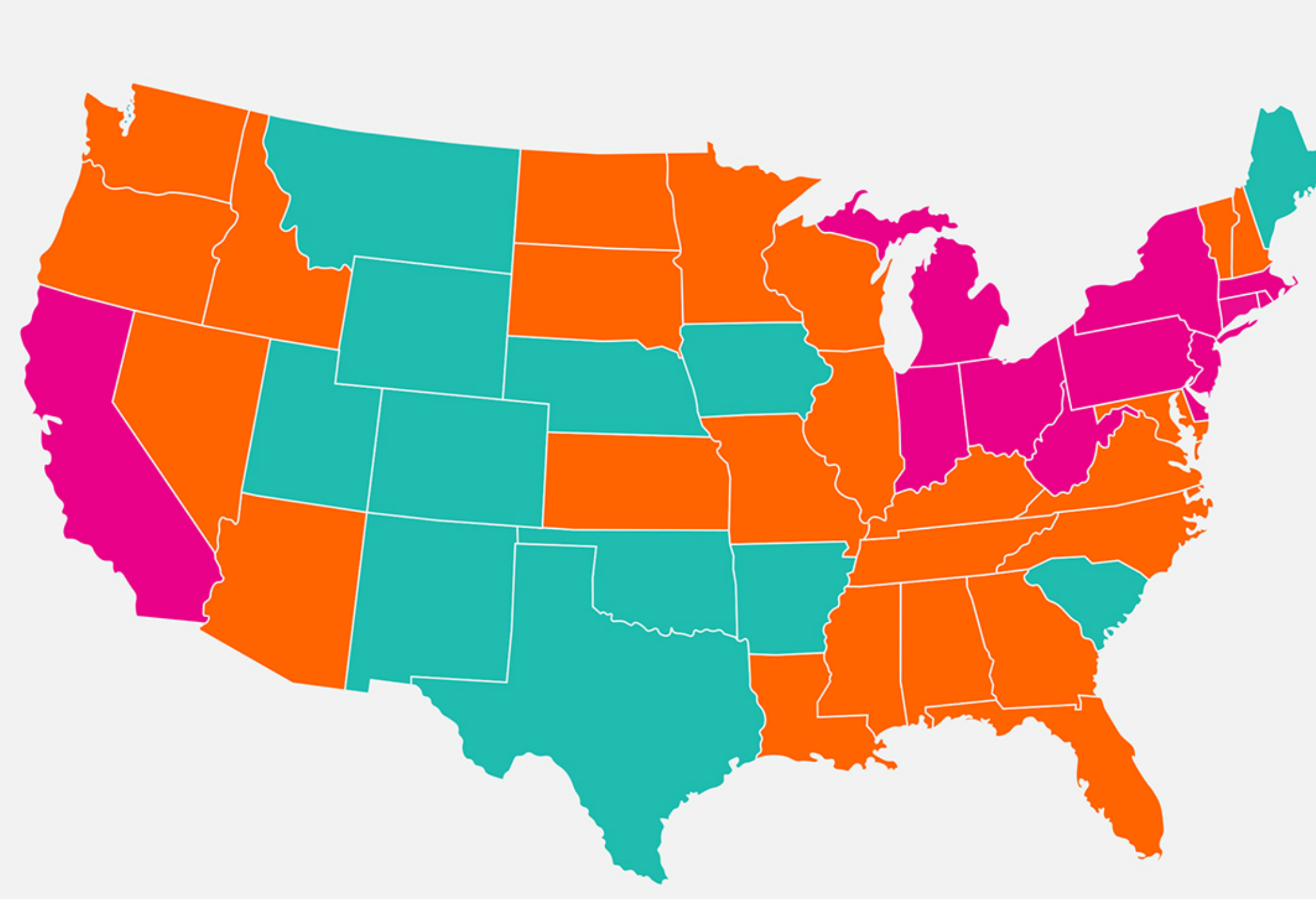
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Vehicle shopping is returning to pre-COVID-19 levels

Daily Prospects: % Difference from Pre-COVID-19 Average

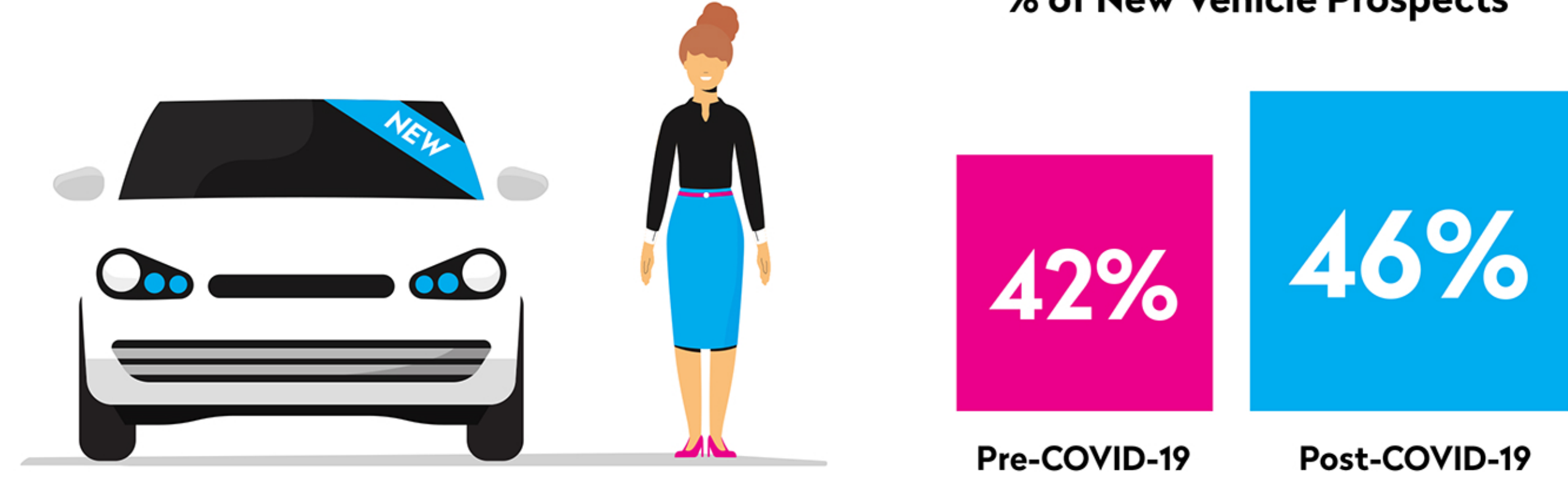


But the level of recovery in terms of vehicle shopping is different by state

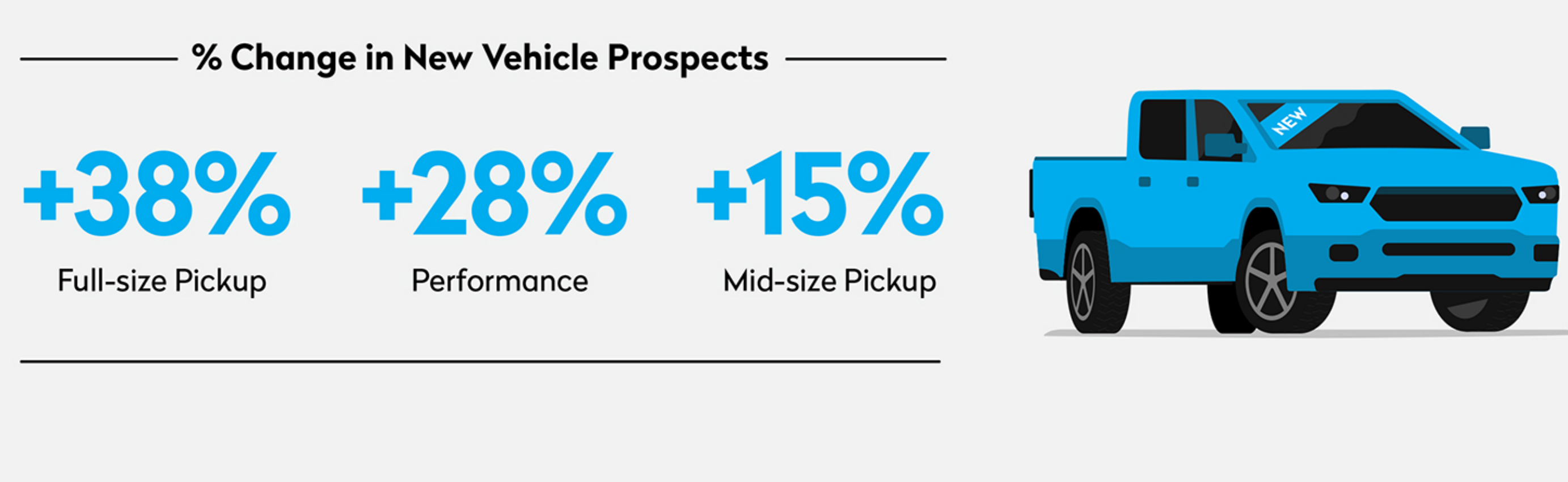


■ Greatest Decline
 ■ Moderate Decline
 ■ Increase/Small Decline

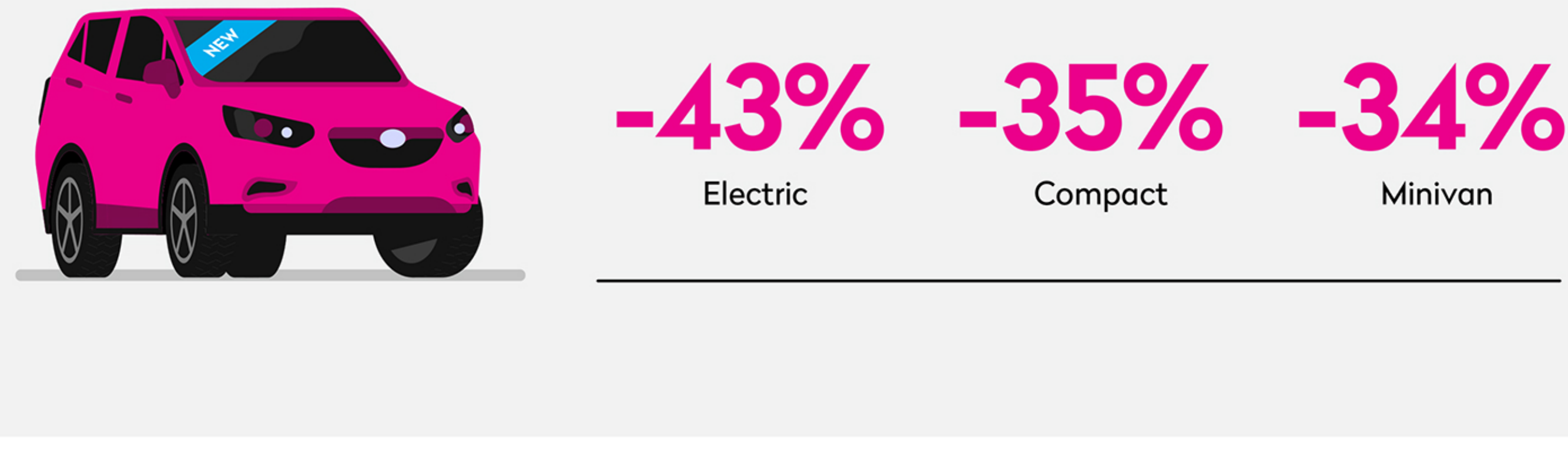
Demand for new vehicles has increased



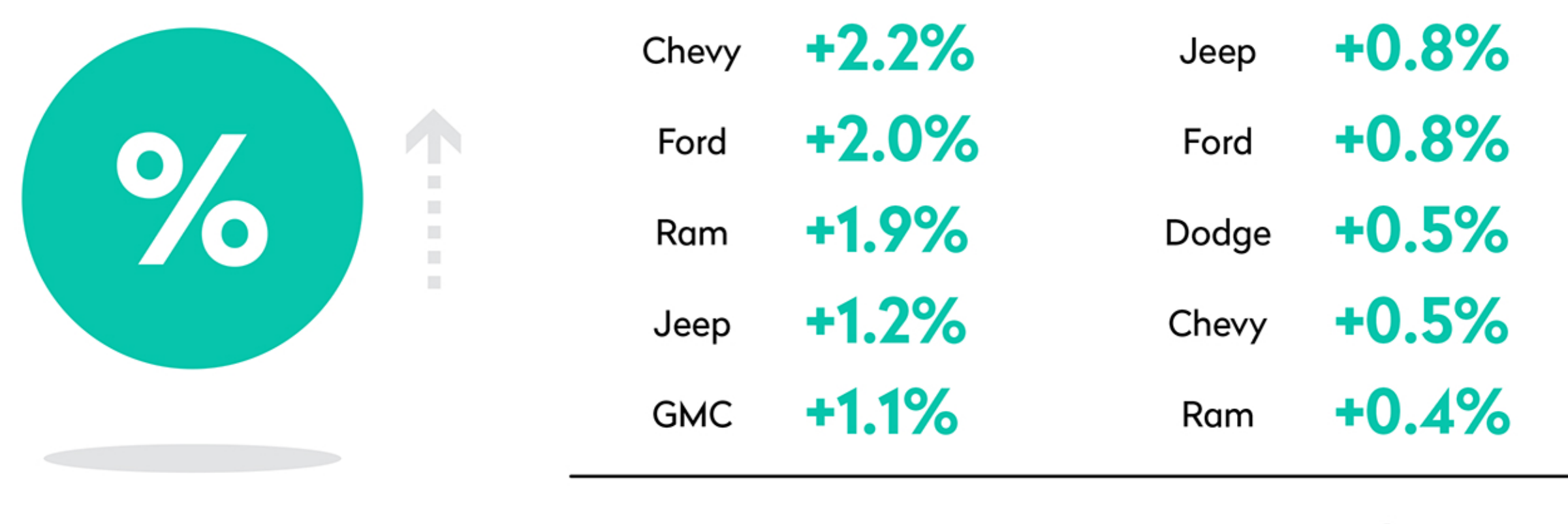
Demand for pickups and performance vehicles has increased



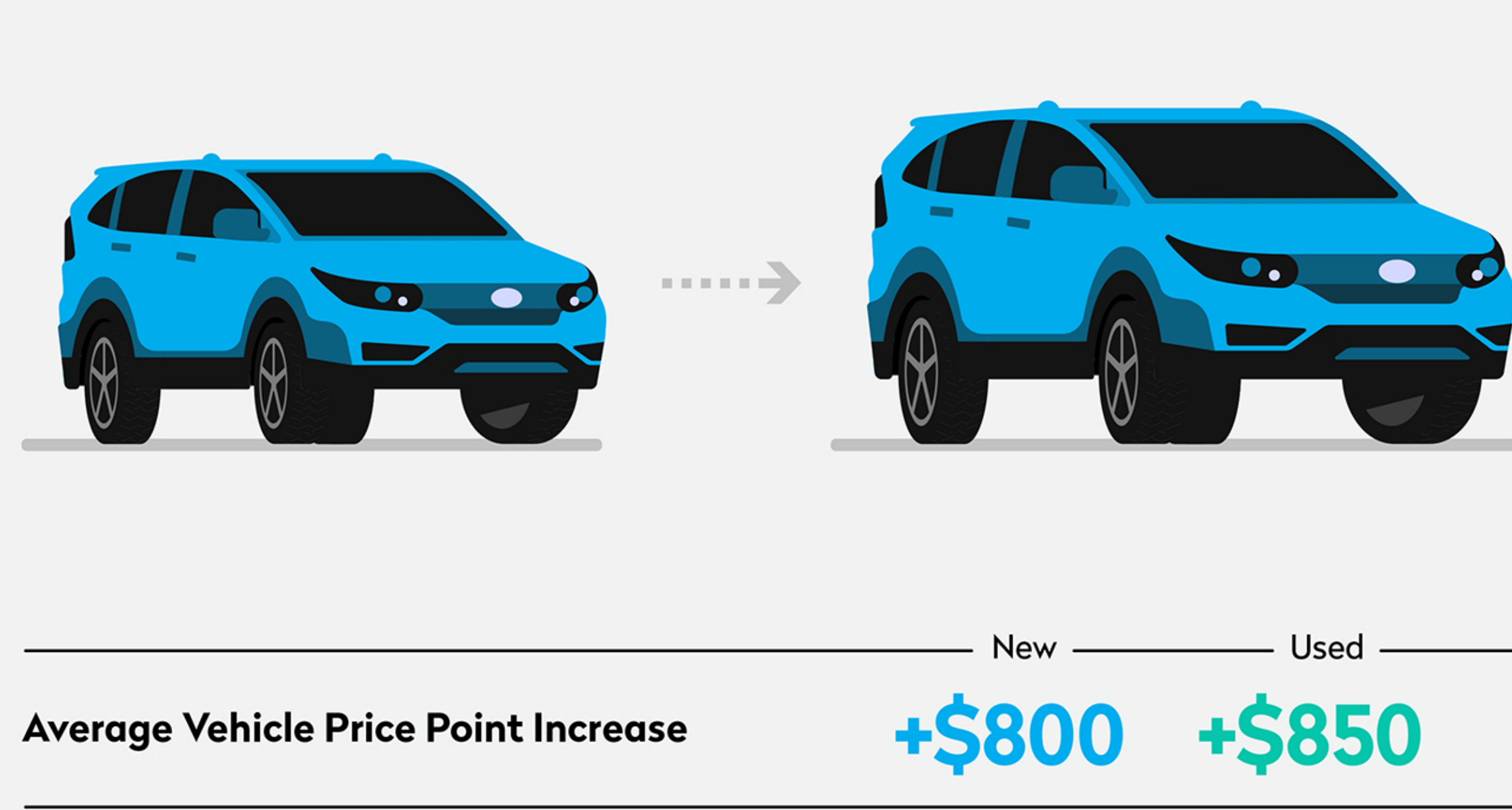
But demand for electric and compact vehicles has decreased



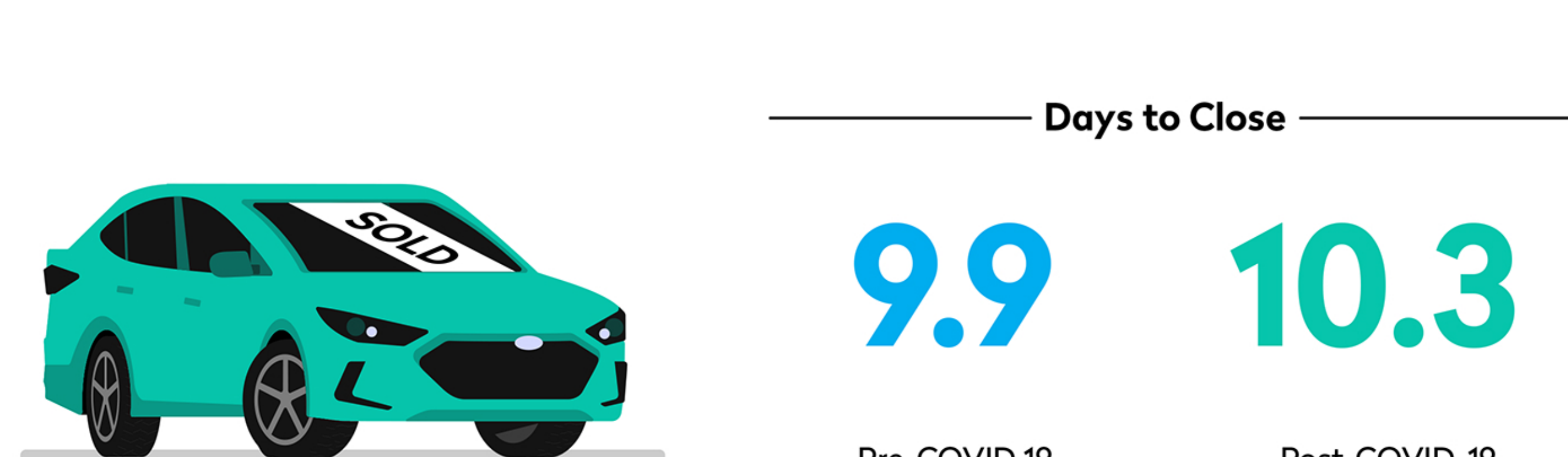
Domestic makes have increased brand share



Demand for more expensive vehicles has increased

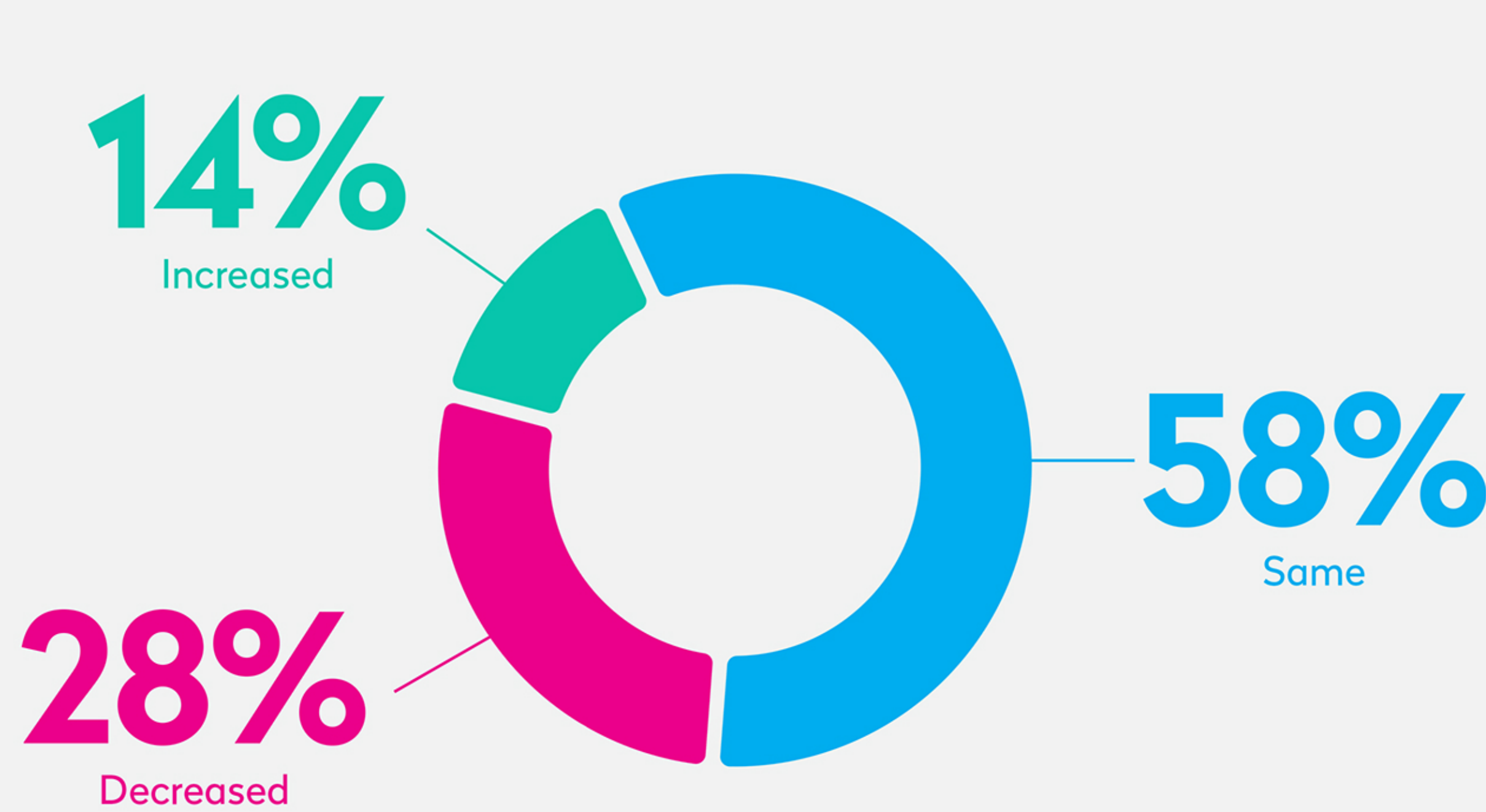


Sales are closing at roughly the same pace



Most consumers still have a need for a vehicle post-COVID-19

Change in Vehicle Need Post-COVID-19



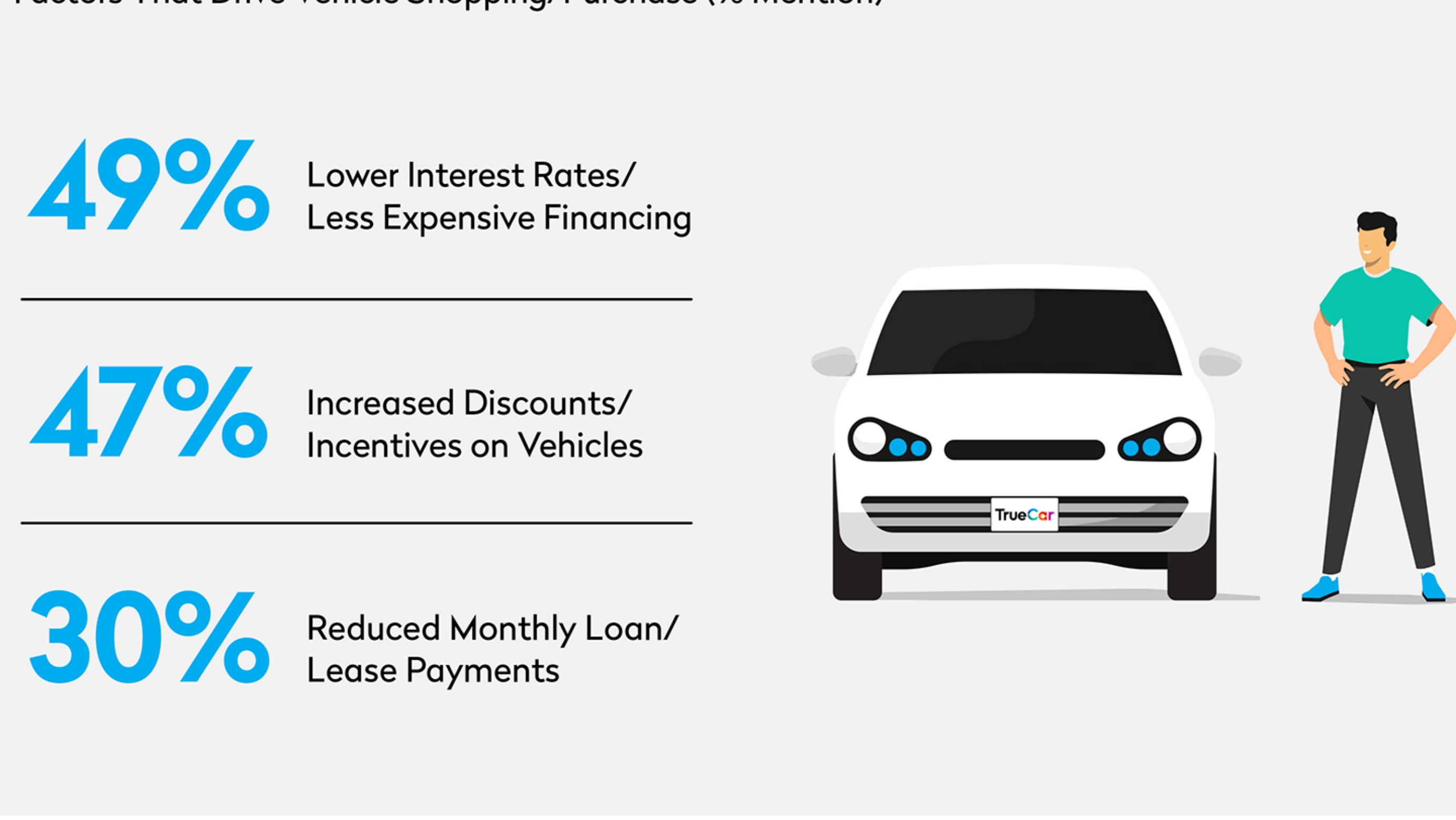
Consumers are largely hesitant to purchase due to exposure risk

Factors that Deter Vehicle Purchase (% Mention)



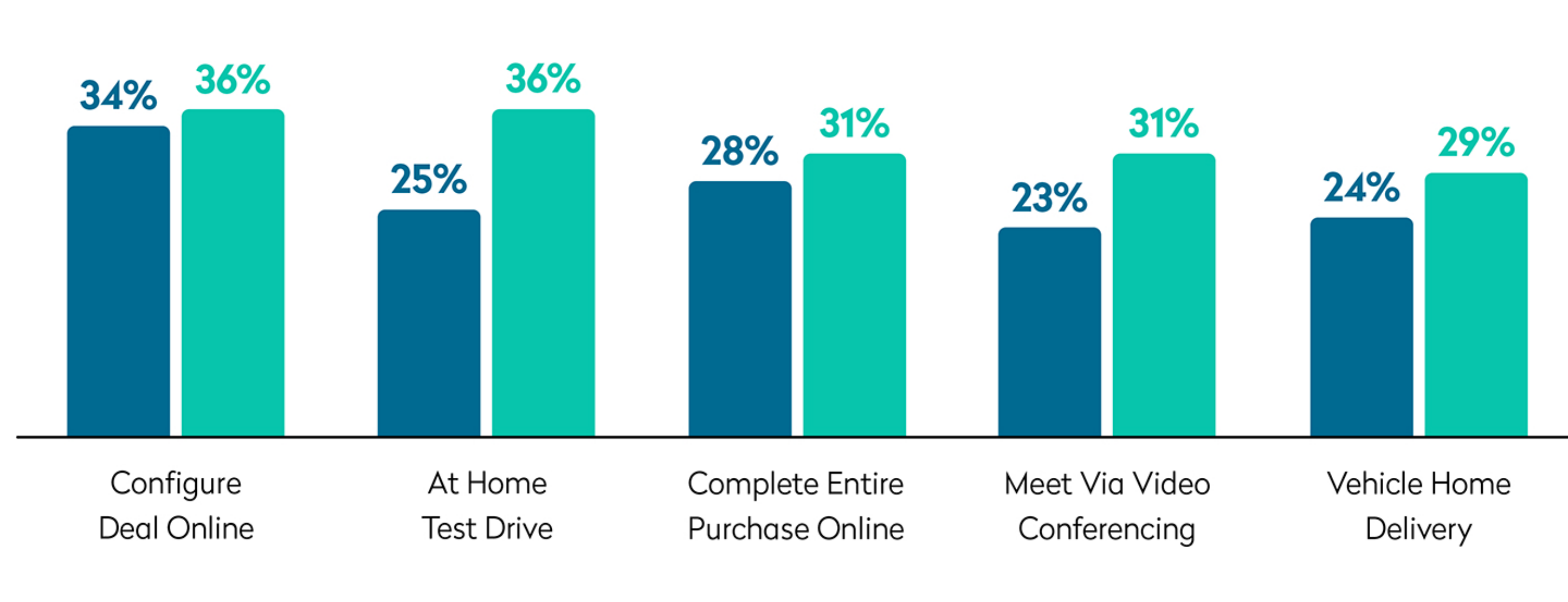
Financial incentives/savings drive car buyers to purchase

Factors That Drive Vehicle Shopping/Purchase (% Mention)



Remote retailing offerings inspire engagement with dealers

Factors to Encourage Dealership Interaction (% Mention)



Sources: TrueCar Website Insights (Pre-COVID period = Mar 1-12; Post-COVID = Mar 13 - May 5) and TrueCar COVID-19 Auto Shopping Study (Early May 2020)

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